

Objective

Since the launch of the brand in 2011 Good2Go has seen exponential growth in new annualized premium. G2G has used direct marketing to fuel this growth, specifically Direct Mail, DRTV and Digital Marketing.

G2G was poised to grow even more in the years to come and looked to VGD to develop a strategic partnership and leverage our insurance expertise across all mediums for achieving this growth.

Target Audience

The profile of the Good2Go responsive customer is individuals who have blue-collar occupations and very few assets. They live paycheck-to-paycheck, have a below average credit history and little available credit. They tend to have a clouded driving history and are often uninsured.

Challenge

G2G is a "virtual" company, with one full time employee, the CMO of the parent insurance company. He was looking for an agency that "knew the category" and would be immediately up to speed on creative, compliance and the P&L metrics of the non-standard Auto Insurance business.

The successful agency needed to be able to create and integrate DRTV, direct mail and digital marketing programs. To execute that, this agency needed to be credible leading other vendors, since a number of important operational and marketing functions (telemarketing, marketing IT development) were to be outsourced.

Additionally, since Good2Go was currently marketing across a variety of channels, the transition to the new agency needed to be a seamless one that did not disturb the flow of lead volume.

Solution

Our team took over as the agency of record for all DRTV, Digital, Email and Direct Mail creative, production, buying, reporting and analysis services. Specifically:

- Launched with new DRTV and Direct Mail creative.
- Moved the media buying services in order to provide more timely, accurate and robust reporting capabilities.
- Developed an in-depth digital marketing strategy to optimize on all levels.
- Garnered greater Direct Mail Production efficiencies through vendor partnerships.

Results

Client on-boarded with VGD without any impact on lead/sales volume. Even more results improved across channels:

- DRTV spend in the first year of the VGD partnership doubled at a CPC that was 40% more efficient.
- Paid search more than tripled the size of the already substantial paid search program in 10 months. This was accomplished with an increase in cost per click of only 7%, well under financial cost per click targets.
- The direct mail program was streamlined by optimizing follow up marketing to inquirers, non-buyers and lapsers. Direct mail resources were reallocated away from prospecting, which was only marginally cost effective. These resources were added to email follow up programs for inquirers, non-buyers and lapsers. Policy production from direct mail and email has been maintained and is growing with a smaller and more cost effective marketing budget.

Sample Work



<https://www.youtube.com/watch?v=DB6M9NdEOjc>

